

BMW**IMPORTANT SAFETY RECALL**

This notice applies to your vehicle, XXXXXXXXXXXXXXXXXXXX [14V 428]

September 2014**Recall Campaign No. 14V-428: Front Passenger Air Bag**

Dear BMW Owner / Lessee:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

BMW AG has decided that a defect, which relates to motor vehicle safety, exists in certain Model Year 2000 to 2006 BMW 3 Series vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

DESCRIPTION OF PROBLEM

Our air bag supplier has advised BMW that in the event of a crash necessitating deployment of the front passenger's air bag, excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking and potentially seriously injuring the front passenger or other passengers.

Please note that, as an intended design feature, if the front passenger seat is not occupied, the front passenger air bag will not deploy in a crash.

PRECAUTIONS FOR YOUR SAFETY

1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.
2. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.

DESCRIPTION OF REPAIR

The front passenger air bag will be replaced.

The actual repair will require approximately three hours; however additional time may be required depending on the BMW center's schedule. This work **will** be performed free of charge by your authorized BMW center.

Company

BMW of North America, LLC

BMW Group Company

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OTHER INFORMATION

If you are no longer the owner of this vehicle, we request that you provide us with the name and address of the new owner using the enclosed postage-paid card so that we can contact the new owner regarding this issue. If you are a lessor of this vehicle, Federal Regulations require you to forward this notice to your lessee within ten days. If you have already had this repair performed at your own expense (not due to an accident), please see the attachment regarding possible eligibility for reimbursement.

Should you have any questions about this recall, please contact your authorized BMW center.

Should you need additional assistance, you may contact BMW Customer Relations and Services via Email at CustomerRelations@bmwusa.com or by calling 1-800-525-7417 from 9 AM to 9 PM Eastern Time, Monday through Friday. We appreciate your confidence in our product, and we wish to do everything we can to retain it.

If your BMW center is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

We sincerely apologize for any inconvenience this issue may cause you.

Thank you in advance for your prompt response in completing this important recall.

BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.

BMW OF NORTH AMERICA, LLC